

# ***SERVING CUSTOMERS***



***WHY IT MATTERS & HOW A  
SERVICE-FIRST APPROACH  
WILL KEEP CUSTOMERS  
COMING BACK***

partycenter  
software



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# INTRODUCTION

Think about the last waiter or waitress you had when visiting a local restaurant. Maybe the service wasn't stellar, but “they were OK” or “they did what they were supposed to do.”

There are some businesses, however, that go above and beyond for their customers. They use specific words or particular actions to make you feel special.

When you leave their place of business or get off the phone with these *unicorns*, you feel happy! And while it might be just for a fleeting moment, what you experienced feels a whole lot like magic.

You see, that's what a service-first business does. **They put superior service before anything.** They make customer satisfaction their number one priority.



As the owner or manager of a family entertainment center, this is where you can differentiate yourself as a business.

Serving customers and creating impactful experiences doesn't just serve the guest, it **benefits you, your employees, and your impact on the world.**

In this guide, we'll explore ways that you can use a service-first approach to keep customers coming back to your facility time and time again.

You'll learn more about how to serve customers through:

- **Safety**
- **Cleanliness**
- **Online Experience**
- **Personalization**
- **Customer Service**
- **Training Your Staff**



At PCS, we're actively working to create the best content for FECs, event venues, and other verticals.

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Let's grow together.



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# SAFETY



**Safety** might seem like a strange place to start when thinking about serving customers, but is there anything worse for a parent than their child being hurt?

No parent ever wants to experience their child in pain. Even something as seemingly small as a pinched finger can turn into a nightmare for a parent or caregiver.

That's why it's so important to make sure that your staff is **fully trained** on all attractions. Each attraction should be staffed properly and customers should be shown a **brief training or how-to video** that includes tips for safety as well as rules for play.

In a laser tag facility, for example, having both hands on the phasers and a closed-toe shoe policy is very important! Sharing safety tips and rules might not be glamorous, but it's necessary if your goal is to serve customers with care.



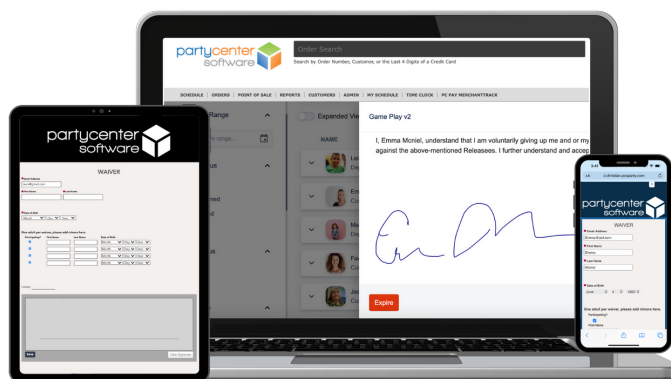
# WAIVERS

Focusing on safety is incredibly important, but even with the highest level of planning, training, and attentiveness, accidents can (and do) still happen.

Our friends at SafePark USA know this better than anyone. As insurance providers to the Family Entertainment Center industry, they see a lot of accidents, even with the best-trained staff at some of the safest facilities.

Remember, if you don't already use digital waivers, now might be the time to get started. Protect your business and make sure customers are aware of your facility's safety protocols!

## WANT TO LEARN MORE ABOUT DIGITAL WAIVERS?



[CLICK HERE.](#)





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# CLEANLINESS



Serving customers is about more than just what you offer at your facility. **It's also about their experience!**

If your facility is filthy, you aren't serving your customers well. If you've worked hard to update some areas of your facility, but the bathrooms are left unattended, you're also not doing right by the customer.

Most people make a decision about your facility within the first five minutes. They use all of their senses. If they see dirt or things smell, they will notice!

Serve your customers by keeping your facility clean. **Create a checklist** for each area of your facility, and train your staff to review each area throughout the day.



# CLEANLINESS CHECKLISTS

HERE ARE SOME CHECKLISTS TO GET YOU STARTED:

## ENTRY-WAY & COMMON AREAS

- Empty waste receptacles and replace liners. Wash as needed.
- Vacuum all carpets and mats.
- Vacuum all hard floors.
- Dust all horizontal surfaces of counters, desks, chairs, tables, and other furniture.
- Wipe all horizontal surfaces with disinfectant.
- Mop all hard floors with disinfectant.
- Remove cobwebs from the front entry and immediate surrounding areas.
- Remove fingerprints and marks from around light switches and door frames.
- Clean automatic glass doors inside and out.
- Wipe all internal glass.
- Polish all brass and bright work on doors and cabinets.
- Spot clean walls and painted surfaces.
- Collect all garbage, papers, bottles, etc. from the front entrance.
- Ensure all areas are clean & arranged neatly.

Source: <https://bit.ly/3sO6mab>





# CLEANLINESS CHECKLIST

## KITCHEN

- Clean fryers.
- Sanitize all surfaces (don't forget the cutting boards!).
- Brush/scour grills.
- Empty sanitizing bins.
- Add all rags directly to the laundry.
- Launder all aprons and chef's coats.
- Sanitize meat/cheese slicers.
- All food needs to be air-tight covered and labeled before going into the refrigerator!
- Sweep and mop all floors (including the walk-ins).
- Wipe down any outside surface of the ice machine.
- Clean grease traps.
- Clean hood filters in the dishwasher.
- Replace tin foil liners of grill and range.
- Empty all trash and recyclables.
- Wash floor mats.
- Empty and clean steam tables.
- Sanitize sinks, faucets, and soda guns.
- Dispose of grease and oil correctly.

Source: <https://bit.ly/3PbscxL>



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# ONLINE EXPERIENCE

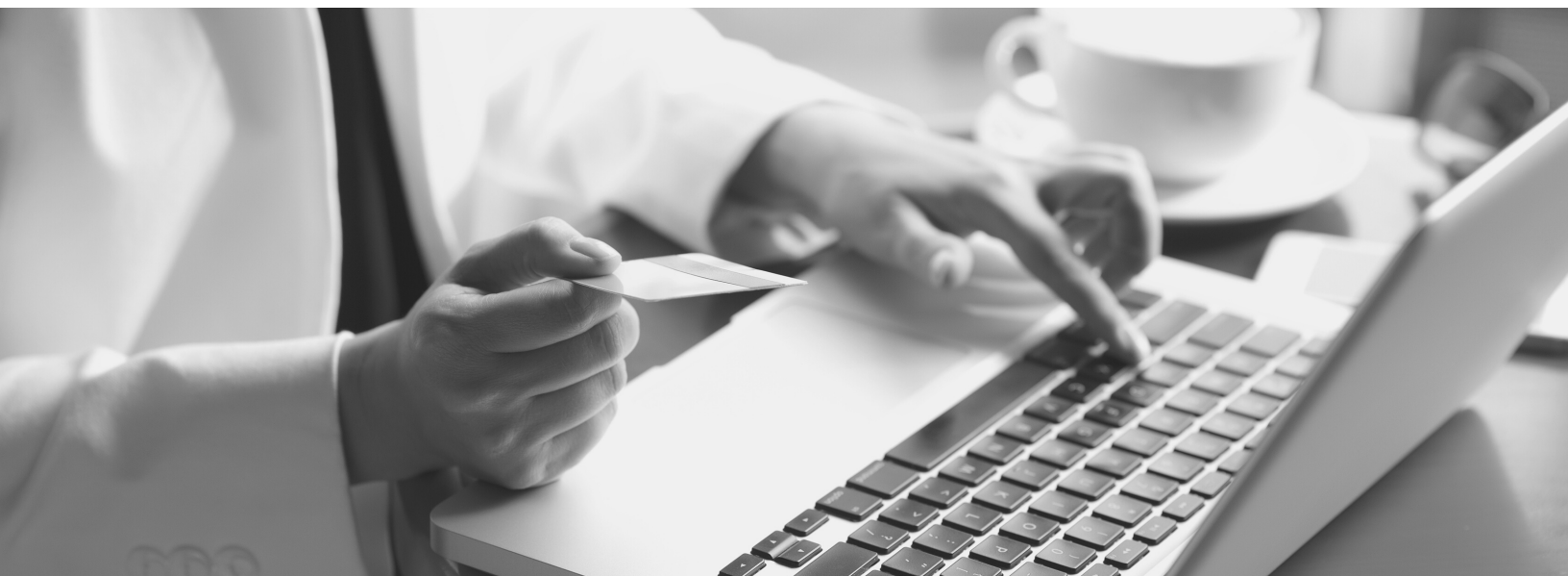


What happens before and after a customer visits your facility matters too! That's why it's so important to create a **seamless online experience** for your customers, and this starts with your website.

If your website is outdated or difficult to use, customers won't enjoy their experience.

Your website should guide potential customers as they make a decision about your facility. Whether they're planning a visit with the kids, want to give you a call and ask questions, or they're looking to book a party online, your website is the key to helping them accomplish their goals.

Having a website that's visually appealing and easy to navigate is critical.





# OPTIMIZE YOUR WEBSITE

Here are **three things** folks want to know when they visit your website:

1. Who you are.
2. Where you are and when you're open.
3. What you offer.

As you build or edit your website, be sure to keep these tips in mind. Don't forget to also transfer that same information to your Yelp page, Facebook page, and any other sites where customers might find you.

## WANT TO LEARN MORE ABOUT ONLINE PARTY BOOKING?



[CLICK HERE.](#)



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# PERSONALIZATION



Personalizing your customer's experience will help you achieve an **exceptional level of service**.

It will make your customers feel special and help build a bond between you and them.

One way to personalize a customer's experience is by fostering a sense of community within your facility! You can display local sports team memorabilia, newspaper clippings from local newspapers, and more to represent the local community and culture.

If you're thinking: "I've seen that at Chick-fil-a!" You're right! This is one franchise that is known for creating a community experience through sports memorabilia (all the way down to photos of the football players and the team's cheerleaders!) in their restaurants.



# CREATE MEMORIES THROUGH PERSONALIZATION

I recently watched an Instagram Story from a social media influencer that was spending her anniversary at a hotel in Dallas. As she picked up a tiny shampoo bottle, she shouted, “It has our names on it, y’all! I have NEVER seen this before! Look! My name is on these bottles and my husband’s name is on these! This is amazing! How did they do this?! I’m never using these! I’m keeping them forever!”

This seemingly “small” item made a **huge impact**, all because of personalization!

In The E-Myth Revisited, Michael Gerber shares a story called “a Match, a Mint, a Cup of Coffee, and a Newspaper.” He details a similar experience to the one mentioned above - a hotel that went above and beyond the call of duty to make him feel special.

Throughout his stay at this particular hotel, the staff had his favorite coffee brewing in the morning, his favorite newspaper waiting outside his door, and a turn-down service at night that made him feel cared for.



# YOUR PERSONALIZATION APPROACH

Both of these stories reveal something very important: experiences that are curated based on a service-first approach are unforgettable and make the customer want to return to these hotels or facilities, time and time again.

It's important to note that personalization **takes planning and careful consideration**. While it's great to be spontaneous, getting it right every time means making personalization part of your brand.

And in order to accomplish these "wow" moments, we must **document our vision**.

Michael Gerber mentions this in his book, as well. After he experienced stellar service at the hotel, he spoke with the manager of the hotel. The key to their success with personalization? Documentation.

It's all about creating a vision for how to treat customers, documenting the steps, then carrying out those steps.





# YOUR PERSONALIZATION APPROACH

## Now it's time to think about your facility.

- How can you create personalized experiences for customers throughout their time with you and your staff?
- What questions can you ask before they arrive, when they arrive, and throughout their visit to personalize their experience?

Grab a pen (or your laptop!). It's time to create a vision for your facility, and create some checklists and action areas to carry out that vision!



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## CUSTOMER SERVICE

### Customer Service

- Help
- Assist
- Guide
- Support
- Advice





We can't talk about serving customers without talking about customer service! After all, it's at the heart of this entire topic.

What do we mean when we say **customer service**?

According to Salesforce, "Customer service is the support you offer your customers – both before and after they buy and use your products or services – that helps them have an easy and enjoyable experience with you."

Your demeanor, body language, and behavior make all the difference when it comes to servicing customers.

Attitude is everything. If an employee comes in joyful and ready to serve, it means a lot to the customer. How a customer is treated from the moment they walk through the door can really elevate the birthday party experience, for example.

If a staff member has a bad attitude or they're not friendly, this will just irritate a mom who is already stressed out!



# IMPROVING CUSTOMER SERVICE

While there are many ways to **improve customer service**, one thing is for sure: it all begins with hiring.

You may have heard the phrase, “get the right people on the bus.” Jim Collins shares more about this in his book, Good to Great. He emphasizes that it is crucial to continuously ask “First Who, Then What?” Meaning, start with hiring the right people, then get them in the right seat.

*Ask yourself: Do you have the right people? Do they fit with your vision? Are they positive, service-first folks?*

If you answered yes, great! It sounds like you’ve got some great people on your bus! If you answered no, it’s time to take a step back. Assess who doesn’t fit and what characteristics they possess. Are they coachable? If not, it might be time to drop them off at the next stop.

Remember: each and every person that works in your facility is a reflection of your facility. If they don’t reflect your vision, ask yourself, “what vision **are** they reflecting?”



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# TRAINING YOUR STAFF



It's time to talk about the heart of your business: **your staff.**

After all, your employees are the ones making the greatest impact at your facility.

They're connecting with customers over the phone, in person, and online. They're your best resource for keeping your facility safe, clean, and a great place for families to spend some time.

Because your staff is such a vital part of your business, it's critical that they have the tools they need to be successful.

Handing them an outdated manual and saying "figure it out" is just not enough. After all, it's about executing on that vision you're aiming to create!

Here are some tips for training your staff.



# GIVE YOUR STAFF THE TOOLS THEY NEED

## 1. Share a Centralized PlayBook

Create a digital manual or Playbook. This is a living, breathing document that changes (or is updated) as your business grows and adapts. A Playbook is an incredibly important and useful tool for your employees, allowing them to get onboarded quickly and contribute information so that all may benefit.

## 2. Hire Slowly, Fire Quickly

You may have heard the motto “hire slowly, fire quickly.” As we explored a bit earlier in this guide, it’s all about having the right people on the bus.

Once you’ve identified folks that are no longer a fit, it doesn’t serve you or them to keep them on the team. Ending that relationship quickly is best for all parties involved.

Need help hiring? Our friends over at **TrainerTainment** are experts on this topic! They’re consultants in the family entertainment center industry and have years and years of experience working with thousands of facilities to recruit and hire the best staff!





# GIVE YOUR STAFF THE TOOLS THEY NEED

## 3. Train, Train, Train

Once you've hired the right people, it's time to train them. Use the processes and checklists you developed in your Playbook as a guide. We recommend creating an onboarding checklist and ramp plan for each position. This will allow for a smooth transition on both ends, for the person training or managing, and for the new employee.

Be sure to put milestones in place for training as well. If you train them once, it might not be enough. Schedule check-ins to make sure that your employees are fully trained in each area of the business and their role.

## 4. Huddle with Your Team

It's important to stay connected to your employees on a daily or weekly basis, depending on the cadence of their schedules.

Having a daily huddle at the beginning of the day or beginning of shifts will ensure that everyone is on the same page and provides you, the owner or manager, with an opportunity to build morale.



# GIVE YOUR STAFF THE TOOLS THEY NEED

## 5. Recognize Good Work

If making customers feel special keeps them coming back to your facility, then making your staff feel special will keep them coming to work!

Recognize employees that go above and beyond. Give special kudos to team members that “wow” customers or those that are always extra cheerful or positive. Reward kindness and joy, and your facility will become a place where people look **forward** to going to work.





# CONCLUSION

Serving customers is all about putting them first and caring about the impact that we make when they enter our facilities.

Adopt a service-first approach and customers will come back, time and time again. And the real beauty is, it has a cascading effect. A friendly face, kind words, and a personalized experience have this way of trickling down. As you make your customer's day, they will go out into the world as a reflection of that experience.

We hope you feel ready to tackle serving customers. Just remember these areas:

- **Safety**
- **Cleanliness**
- **Online Experience**
- **Personalization**
- **Customer Service**
- **Training Your Staff**





# ***FREE RESOURCES***

***FOR THE FAMILY  
ENTERTAINMENT  
CENTER INDUSTRY***





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**HOW TO USE INSTAGRAM**

**TO GROW YOUR FEC PARTY & EVENT REVENUE**

<http://bit.ly/PCS-Instagram>

## INSTAGRAM GUIDE

Looking to grow your business Instagram? Gain some followers? Generate more revenue without having to spend on ads or promos? Download this complimentary guide today to get started!

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**BUILDING A MARKETING PLAN**

**FOR YOUR FEC OR EVENT VENUE**

<http://bit.ly/PCS-marketing-101>

## MARKETING GUIDE

Effectively marketing your FEC or event venue doesn't have to feel like rocket science. This guide will help you create a marketing plan that is actionable, intentional, and data-backed.

**COMPLIMENTARY GUIDE**

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**BUILDING A PLAYBOOK**

**FOR YOUR FAMILY ENTERTAINMENT CENTER**

<http://bit.ly/PCS-playbook>

## PLAYBOOK GUIDE

A playbook is a collection of best practices, processes, and procedures. In short, anything and everything related to how you run your business. This guide will walk you through all of the steps to build your unique company playbook.



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